

Amendments to the Specification

Please replace the paragraph at page 12, lines 3 through 27 with the following amended paragraph:

Fig. 7b shows a flowchart of data gathering. Referring to Fig. 7b and 4, a plurality of data interfaces to remote systems are identified, as depicted at step 320, collectively 30. For each of the identified interfaces, data is gathered, or uploaded, to the database server 62 in PIMS 12. The interface may be offline batch interfaces, real time, data entry, or other mode of communication, depending on the remote system. For each of the remote systems, one or more data sets are uploaded. Corporate administrative, human resource, and sales and revenue projection/goal data is uploaded from the home office systems, as shown at step 322. Learning center data based on the recommended actions pursued is uploaded, such as courses completed, tests taken, and skills attained, as shown at step 324. Detailed POS data to determine performance matrices, such as units per transaction (UPT), dollars per transaction (DPT), and transactions per hour (TPH), described further below, is uploaded from each local store system, as disclosed at step 326. Customer traffic count data, which may also be from a local store system or from a separate sensor-based system, is uploaded, as shown at step 328. Home office data, such as merchandising, store attribute, and human resource data for staffing information, is uploaded, as depicted at step 330. Each data set is then written to the relational database 64 in a normalized form, as disclosed at step 331. For each data set, a check is performed to see if the data set is to be dimensionalized and stored in the multidimensional knowledge base 66, as shown at step 332. If the data is not to be mirrored in the knowledge base 66, then control advances to step 338. If it is, then the data set is transformed to a multidimensional data set, as depicted at step 334. The data is then stored in the knowledge base 66, as shown at step 336. A check is performed to determine if there are any more uploaded data sets, as shown at step 338. If there are more data sets, control reverts to step 332, otherwise the database server is populated for this iteration of transaction data, as shown at step ~~[[336]]~~ 340.

Please replace the paragraph at page 14, line 28 through page 15, line 3 with the following amended paragraph:

Fig. 8b shows another productivity analysis, encompassing a weekly timeframe, in which the subject under observation is the individual sales employee. Referring to Fig. 8b, the weekly productivity analysis 500 includes the performance fields # of transactions [[500]] 501, Units Per Transaction 502, and Dollars Per Transaction 504. These fields will be discussed further below with respect to Figs 9a-9d.

Please replace the paragraph at page 17, lines 1 through 11 with the following amended paragraph:

Figs. 9a-9d show mapping of performance range scores to recommended actions. Referring to Figs 9a-9d, 8b and 4, and example of recommended action mapping is shown. An analysis of sales employee (subject under evaluation) E1 is shown as report entry 510. According to the productivity analysis 500, performance scores are as follows. For Number of Transactions [[500]] 501, a score of 260. For Units Per Transaction 502, 2.5, and for Dollars Per Transaction DPT 504, a performance score of 104. Sales employee E1 is of sales employee type of associate, also as indicated by entry 510. Accordingly, the associate recommended action table 512 is employed in conjunction with the associate performance range shown in Table I. It should be noted that Table I is for illustrative purposes only; other performance ranges and standards could be employed.